

2165
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TRANSMITTAL LETTER			Case No: 9623/324
Serial No. 09/872,737	Filing Date June 1, 2001	Examiner To Be Assigned Parent Examiner: C. Nguyen	Group Art Unit To Be Assigned Parent Group Art Unit: 2165
Inventor(s) Thomas A. Soulanille			
Title of Invention IMPROVED SYSTEM AND METHOD FOR INFLUENCING A POSITION ON A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE			



TO THE COMMISSIONER FOR PATENTS

Transmitted herewith is: Transmittal Letter (in duplicate); Supplemental Information Disclosure Statement; PTO 1449 Form; copies of cited references B1 - B13 and return post card evidencing receipt.

- ☐ Small entity status of this application under 37 CFR § 1.27 has been established by verified statement previously submitted.
- ☐ A verified statement to establish small entity status under 37 CFR §§ 1.9 and 1.27 is enclosed.
- ☐ Petition for a _____ month extension of time.
- ☒ No additional fee is required.
- ☐ The fee has been calculated as shown below:

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	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra
Total		Minus		
Indep.		Minus		
First Presentation of Multiple Dep. Claim				

Small Entity	
Rate	Add'l Fee
x \$9=	
x 39=	
+\$130 =	
Total add'l fee	\$

Other Than Small Entity	
Rate	Add'l Fee
x \$18=	
x \$78=	
+ \$260=	
total add'l fee	\$

- ☐ Please charge Deposit Account No. 23-1925 (BRINKS HOFER GILSON & LIONE) in the amount of \$_____. A duplicate copy of this sheet is enclosed.
- ☐ A check in the amount of \$_____ to cover the filing fee is enclosed.
- ☒ The Commissioner is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this communication or credit any overpayment to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.
- ☒ I hereby petition under 37 CFR § 1.136(a) for any extension of time required to ensure that this paper is timely filed. Please charge any associated fees which have not otherwise been paid to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

John G. Rauch
Registration No. 37, 218
Attorney for Applicant

BRINKS HOFER GILSON & LIONE
P.O. BOX 10395
CHICAGO, ILLINOIS 60610 - (312) 321-4200

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Commissioner for Patents, Washington, D.C. 20231, on March 29, 2002.

Date: 3/29/02 Signature:

CERTIFICATE OF MAILING

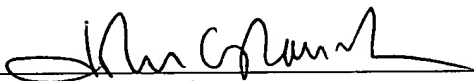
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope, with sufficient postage, addressed to: Commissioner for Patents, Washington, D.C. 20231, on

March 29, 2002

Date of Deposit

John G. Rauch, Reg. No. 37,218

Name of Applicant, Assignee or
Registered Representative



Signature

3/29/02

Date of Signature



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Technology Center 2100

Our Case No.: 9623/324

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Thomas A. Soulanille

Serial No.: 09/872,737

Continuation-In-Part of: 09/322,677

Filing Date: June 1, 2001

For: IMPROVED SYSTEM AND METHOD OR
INFLUENCING A POSITION ON A
SEARCH RESULT LIST GENERATED
BY A COMPUTER NETWORK SEARCH
ENGINE

Examiner: TBA

Parent Examiner: C. Nguyen

Group Art Unit: TBA

Parent Group Art Unit No.: 2165

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, it is respectfully requested that this Supplemental Information Disclosure Statement be entered and the documents listed on the attached Form PTO-1449 be considered by the Examiner and

made of record. Copies of the listed documents required by 37 C.F.R. § 1.98(a)(2) are enclosed for the convenience of the Examiner.

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Technology Center 2100

US PATENTS

DOCUMENT NUMBER	DATE	NAME
6,038,668	03/14/2000	Chipman et al.
6,058,379	05/02/2000	Odom et al.
6,119,114	09/12,2000	Smadja
6,141,653	10/31/2000	Conklin et al.
6,161,127	12/12/2000	Cezar et al.
6,182,063	01/30/2001	Woods

FOREIGN PATENTS

DOCUMENT NUMBER	DATE	COUNTRY
WO 00/57333	03/22/2000	WIPO
WO 00/73960	12/07/2000	WIPO
WO 01/16842	03/08/2001	WIPO

OTHER ART REFERENCES

IQSeek.com "Smart Webmaster - The Smart Way to Search", retrieved from the Internet, wysiwyg://44/http://www.igseek.com/keyword_faq.shtml , 05/11/2001, pp. 1-3.
Merchant Resource.com "Tools You Need to Succeed Online", retrieved from the Internet, http://www.merchantresource.com/promote/article4.shtml , 5/9/01 pp. 1-3.
CleanSearch.com "The Clean Way to Search?", retrieved from the internet, http://www.cleansearch.com/advertising/bfp-terms.html , 5/9/01 pp. 1-7.
eLiberation.com Corporation, "ePilot - Advertiser Center-Advertiser Tips", retrieved from the Internet, http://www.epilot.com/backoffice/members/technicalsupport/advertisertips.asp?cn=ad , 5/9/01 pp. 1-2.

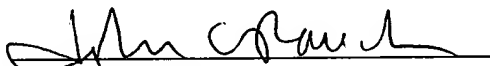
In accordance with 37 C.F.R. § 1.97(g),(h), this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

This Supplemental Information Disclosure Statement is being filed prior to the receipt of the first Official Action reflecting an examination on the merits and hence is believed to be timely filed in accordance with 37 C.F.R. § 1.97(b). No fees are believed to be due in connection with filing of this Supplemental Information Disclosure Statement. However, should any fees under 37 C.F.R. §§ 1.16 to 1.21 be deemed necessary for any reason relating to these materials, the Commissioner is hereby authorized to deduct said fees from Deposit Account No. 23-1925.

This application is a continuation-in-part of U.S. Serial No. 09/322,677, filed May 28, 1999, now issued U.S. Patent No. 6,269,361 and is relied upon for an earlier filing date under 35 U.S.C. § 120. In accordance with Rule 37 C.F.R. § 1.98(d) only copies of documents not previously cited and submitted to the Patent and Trademark Office in the prior application Serial No. 09/322,677 are enclosed for the convenience of the Examiner.

Applicant respectfully requests that the listed documents be made of record in the present case.

Respectfully submitted,


John G. Rauch
Registration No. 37,218
Attorney for Applicant

March 29, 2002

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CHICAGO, ILLINOIS 60610
(312) 321-4200